

# RUCHIKA SANJANA

## Digital Marketing Manager

### CONTACT ME



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### LINKEDIN

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### LANGUAGE

- ENGLISH
- HINDI
- MARATHI

### ABOUT ME

SALES AND DIGITAL MARKETING MANAGER WITH 5 YEARS OF EXPERIENCE. I'VE WORKED IN MEDIA & ENTERTAINMENT, ED-TECH, AND SOFTWARE COMPANIES. I'M PASSIONATE ABOUT USING DIGITAL TOOLS TO PROMOTE BUSINESSES AND ENGAGE WITH AUDIENCES EFFECTIVELY..

### EXPERIENCE

#### MANAGER - BUSINESS DEVELOPMENT| FLIPICK, APRIL 2023- PRESENT

- WORKING AS A DIGITAL MARKETING MANAGER AND PROJECT COORDINATOR.
- OVERSAW PROJECTS AND ENSURED THEY MET QUALITY STANDARDS DURING TESTING
- IDENTIFY PARTNERSHIP OPPORTUNITIES .
- DEVELOP NEW RELATIONSHIPS IN AN EFFORT TO GROW BUSINESS AND HELP COMPANY EXPAND .
- MAINTAIN EXISTING BUSINESS .
- THINK CRITICALLY WHEN PLANNING TO ASSURE PROJECT SUCCESS

#### INSIDE SALE SPECIALIST| SKILL-LYNC, PUNE JUNE 2022-JANUARY 2023

- COUNSELLING THE STUDENTS FOR BUILDING THEIR CAREERS.
- IDENTIFY THE OPPORTUNITIES AND CONVERT THE PROSPECTS INTO CUSTOMERS
- HANDLE BOTH INBOUND AND OUTBOUND CALLS
- CALLING THE LEADS ASSIGNED.
- UPDATE THE DATABASE ON A TIMELY BASIS FOR THE CONTACTED PROSPECTS
- TIMELY FOLLOW-UP WITH THE PROSPECTS•MAINTAIN A DETAILED DATABASE WITH ALL THE INFORMATION ABOUT THE PROSPECTS.

#### SENIOR BUSINESS EXECUTIVE |UNACADEMY, BANGALURU JUNE 2021- APRIL 2022•

- TAKE PROSPECT FROM INITIAL CONTACT PHASE TO QUALIFIED PHASE OVER THE PHONE
- PRESENT PRODUCT SOLUTIONS VIRTUALLY AND GENERATE REVENUE BY COUNSELLING PROSPECTS AND CONVERTING THEM TO SALES.
- MEET AND EXCEED PIPELINE CONTRIBUTION GOALS
- RESPOND QUICKLY TO ASSIGNED LEADS.
- WILLINGNESS TO BE MEASURED BY WEEKLY AND MONTHLY METRICS.
- USE AND BECOME AN EXPERT ON THE CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEM

#### INTERNSHIP- SALES AND MARKETING |UNIVERSAL TRIBES,PUNE MAY 2021

- LEADS AND SALES GENERATION
- CREATING AND MARKETING PITCHES
- DIGITAL MARKETING AND PROMOTION
- INTERACTING WITH POTENTIAL CUSTOMERS FOR DEMONSTRATION AND PRESENTATION

#### ACADEMIC COUNSELOR- SALES |TOPPR PVT.LTD. , PUNE JULY2020-DCECEMBER2020

- ADVISE STUDENT/PARENTS FOR THEIR LEARNING NEEDS THROUGH STRUCTURED COUNSELING
- FIXING APPOINTMENTS AND CONDUCT VIDEO DEMO SESSIONS
- CREATE THE NEED FOR SMART LEARNING AND ADVISE STUDENT-PARENT TO BUY TOPPR SUBSCRIPTION .

**SENIOR EXECUTIVE OFFICER –SALES | ICE BALAJI TELEFILMS, PUNE MAY2018 – FEBURARY 2020**

- COUNSELING THE STUDENTS/ PARENTS REGARDING COURSES
- CONVERTING INTO THE BUSINESS
- COLLECTING DATA AND MAINTAIN THE EXCEL SHEET OF DAY TO DAY ACTIVITIES
- SELLING CAREER COURSE
- CONDUCTING EVENTS FOR CAREER COURSES IN DIFFERENT CITES .
- ACHIEVING MONTHLY TARGET

**INTERNSHIP|| IBN TECHNOLOGIES LTD. ,PUNE MAY-2017 -JULY 2017**

PROSPECT IDENTIFICATION AND DATABASE PREPARATION FOR NMS IN MAHARASHTRA THE PURPOSE OF THE PROJECT WAS TO UNDERSTAND THE LEAD GENERATION WITH THE HELP OF COLD CALLING TO B2B CUSTOMERS. TO FIND OUT THE DIFFERENT IT SECTORS LIKE LOGISTIC, HOSPITALITY, MANUFACTURING, EDUCATION, PHARMACY AND ETC. THE PURPOSE OF WORKING IN IBN IS TO VALUES ITS QUALITY POLICY FOR SUPERLATIVE CUSTOMER SATISFACTION BY DELIVERING SUPERIOR QUALITY SOLUTIONS & SERVICES IN ALL LEVELS OF BUSINESS ACTIVITIES WITH MAXIMIZED ETHICAL INTEGRITY, ACCURACY, TIMELY AND APPROPRIATE CUSTOMER SUPPORT, COMMITTED EXPERTISE AND ACUMEN, ABOVE ALL

## EDUCATION

SINHGAD INSTITUTE OF MANAGEMENT (SIOM),PUNE MBA IN MARKETING 2016-2018

SINHGAD COLLEGE OF SCIENCE (SCOS),PUNE BBA IN MARKETING 2013-2016

## SKILLS

- PROJECT MANAGEMENT
- COMMUNICATION
- SOCIAL MEDIA MARKETING
- LINKEDIN MARKETING
- EMAIL MARKETING
- CONTENT MARKETING